

Energizing Your Organization with Evidence-based Change

Impact People Readiness & Adoption through
People Networks, Communities and Ecosystems

Gagen
MacDonald,



MEET YOUR PRESENTERS

Welcome!

Today we'll cover:

- People readiness and adoption are key to impact-lasting organization change
- The power of networks & how to equip them



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**HEAD OF LEARNING,
INNOVATION & QUALITY**

 **innovisor**



Poll: How many change initiatives are underway within your company today?



You're dealing with two relentless factors:

Volume of
Initiatives

Velocity of
Initiatives



CHALLENGE #1

Volume & Velocity

96%

OF EXECUTIVES
say their organizations are
planning or executing a
business transformation



Poll #2: What have been
the primary challenges
to successful change?



Organizations and leaders often struggle with realizing value from their transformation

Overlooking the human dimension of change will always diminish the value of organizational transformation.



$$R = Q_s \times A_s$$

RESULTS

**QUALITY OF
SOLUTION**

**PEOPLE
ACCEPTANCE
AND ADOPTION
OF SOLUTION**



$$R = Q_s \times A_s$$

RESULTS

QUALITY OF
SOLUTION

PEOPLE
ACCEPTANCE
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Where are you investing your
time, energy and resources?



CHALLENGE #2

People resistance is not managed well

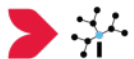
$$AS = \text{Attitudes + Beliefs + Behaviors} > \text{Resistance}$$



WHAT DO THE PEOPLE
impacted by change
want to overcome?



Even the most malleable
among us struggle with change.
It's natural... it's human.

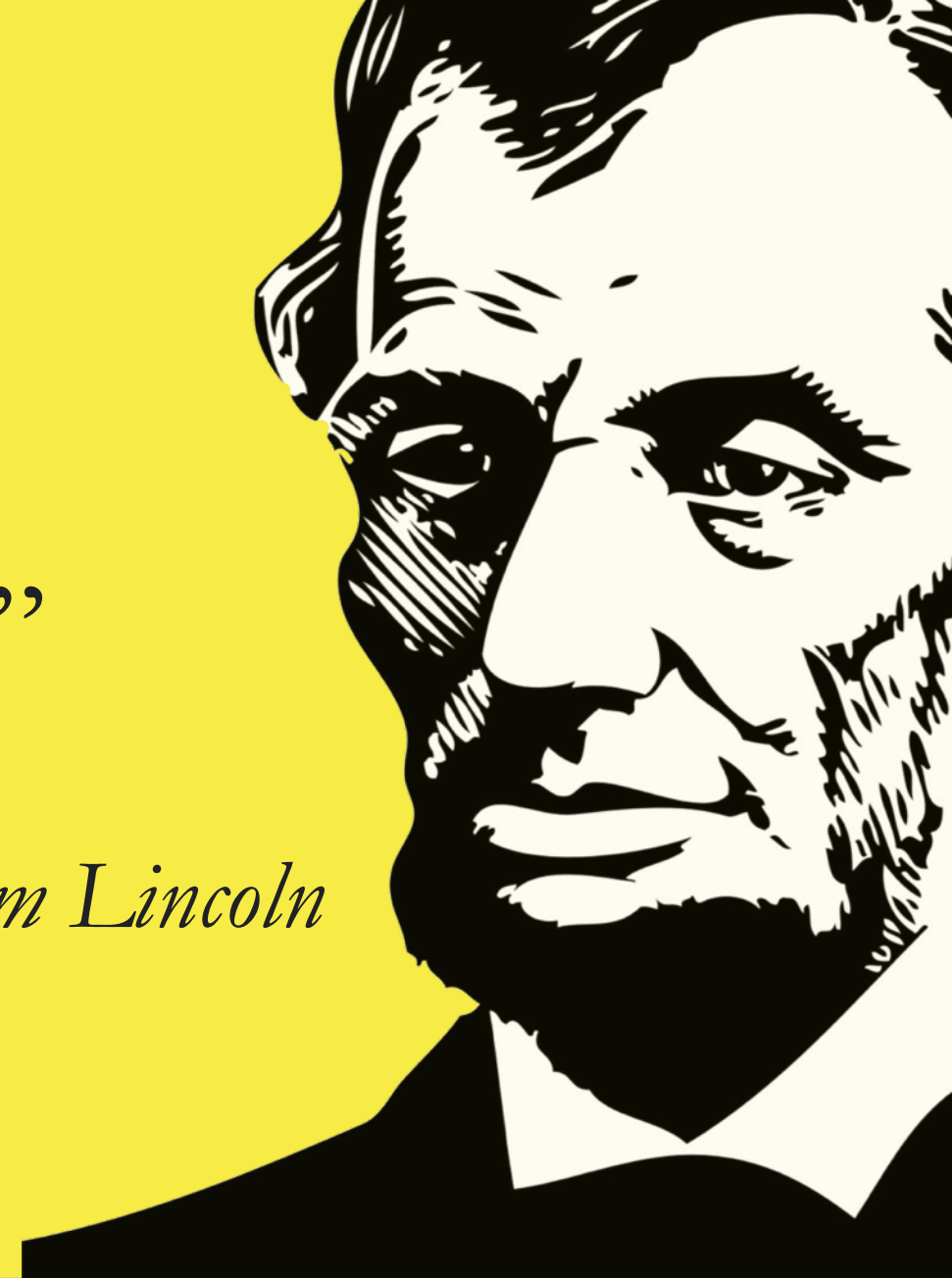


Poll #3: Who truly influences your attitudes, beliefs and behaviors?



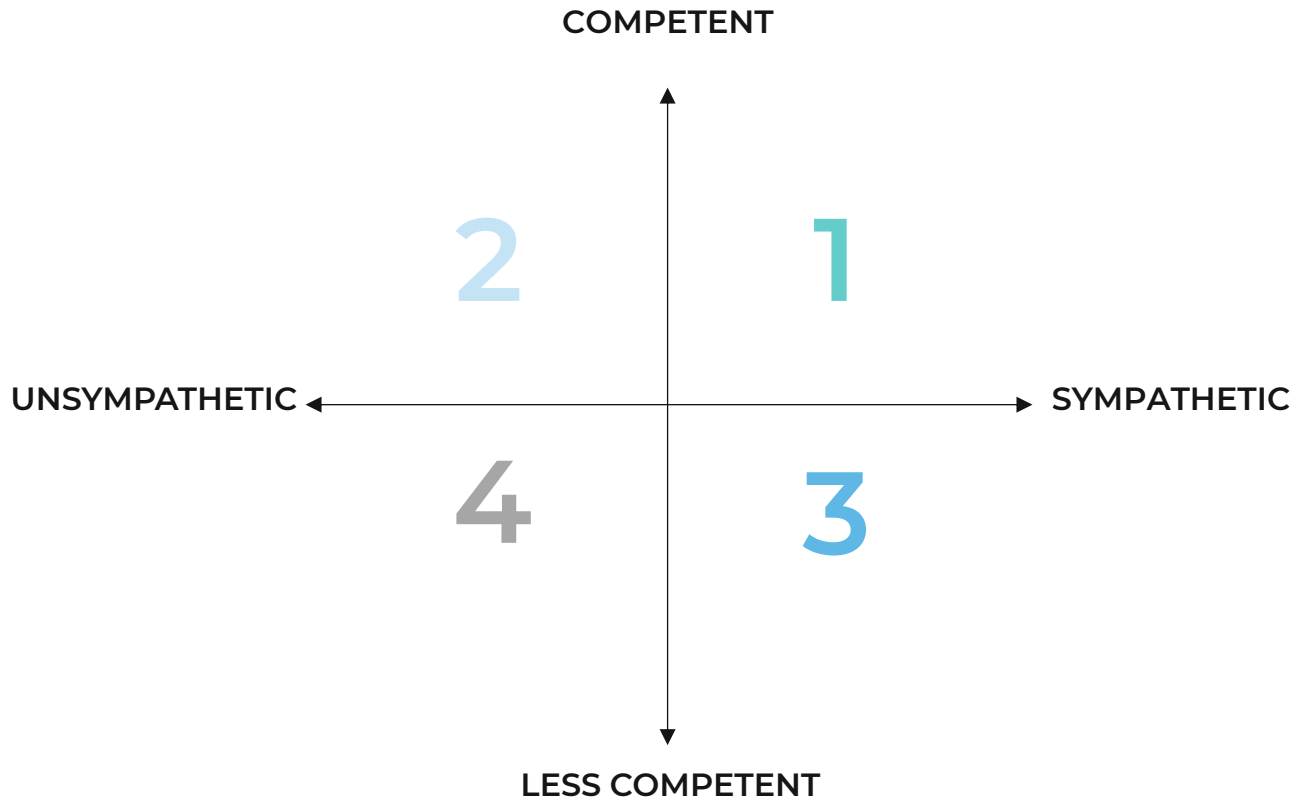
“To persuade the undecided,
send in someone **they** trust”

– *Abraham Lincoln*



CHALLENGE #3

Who to involve in change?



People choose different groups

Leaders
Choose

2

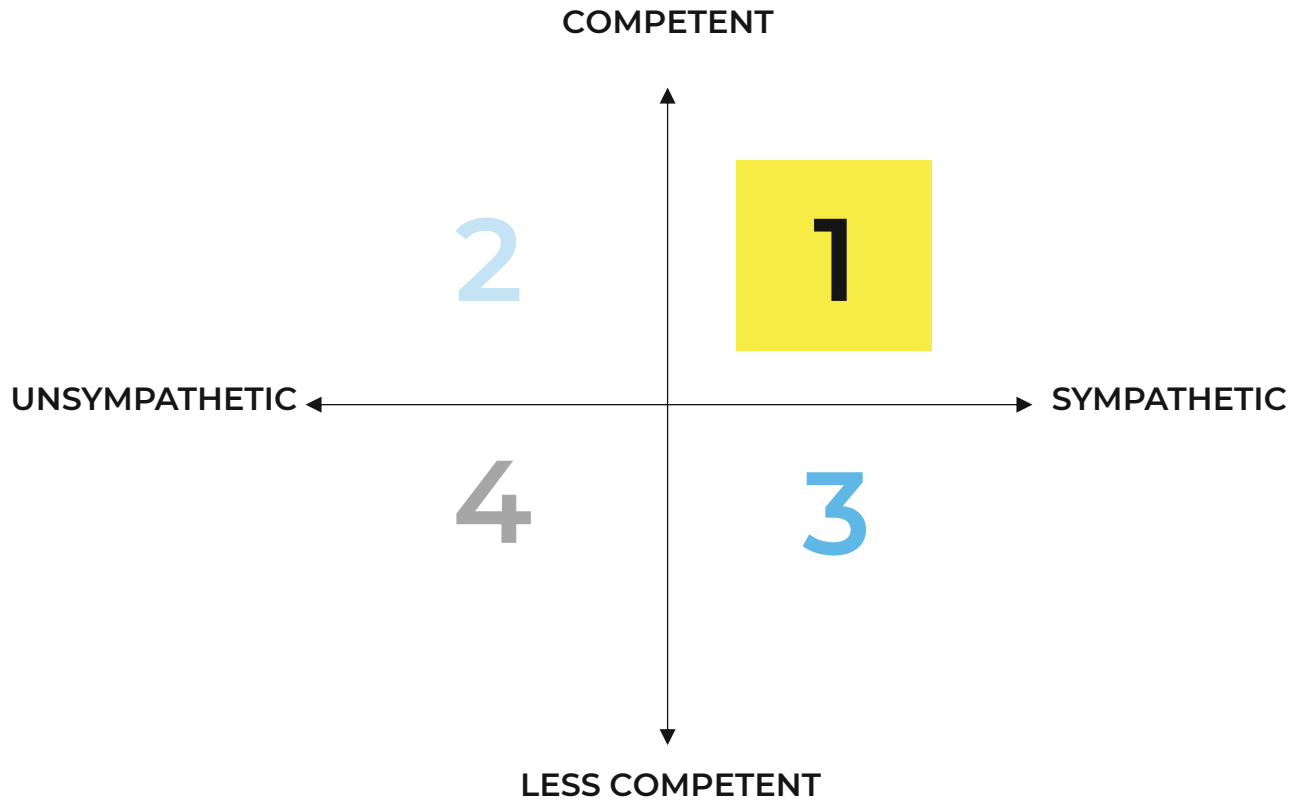
Employees
Choose

3



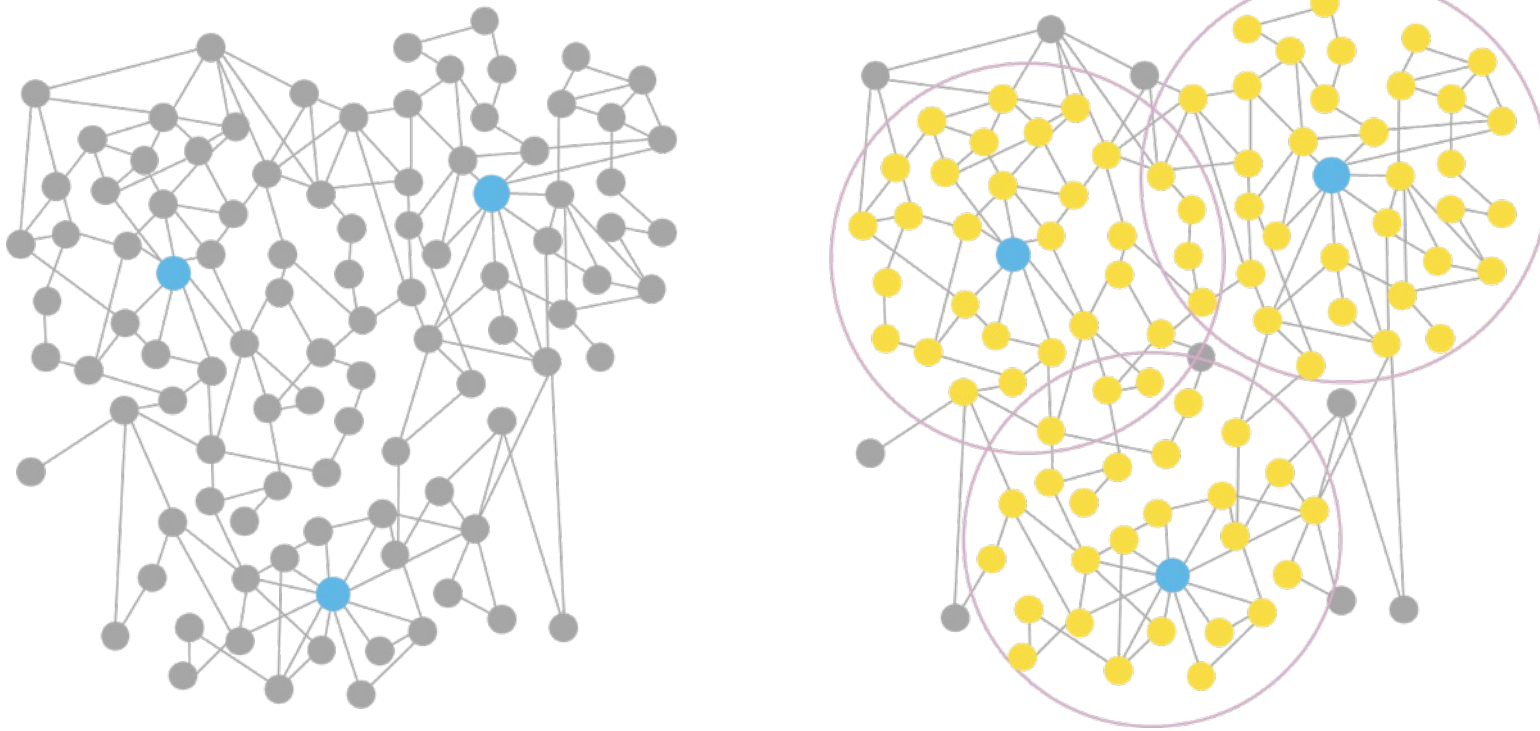
CHALLENGE #3

Who to involve in change?



CHALLENGE #3

Who to involve in change?



The **#ThreePercentRule** algorithm maximizes the impact through the smallest group of employees.

Typically, **3%** shape the perceptions and commitment of up to **90%** of the organization.



Who actually drives real change?



90%

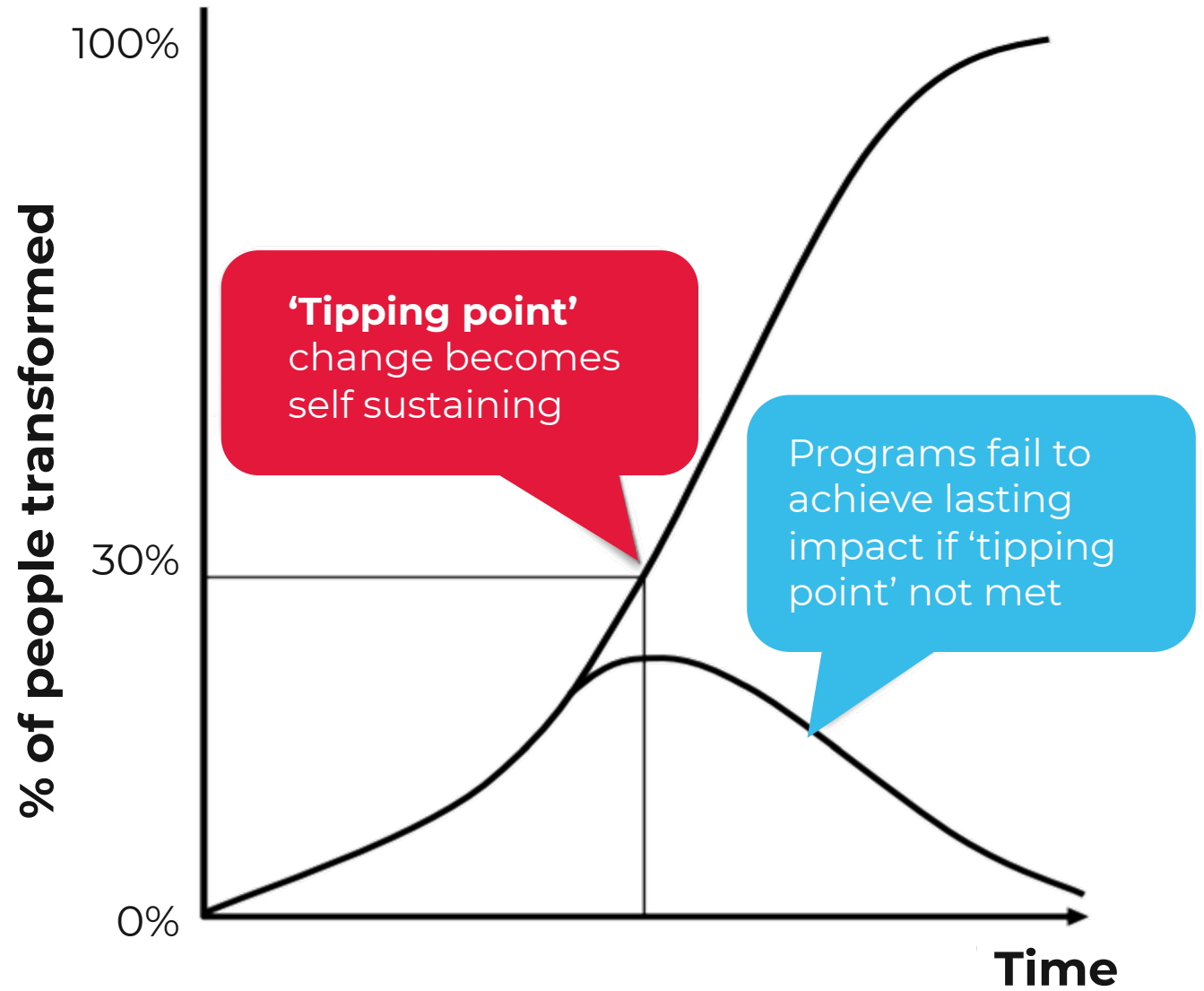


3%



THE SHORTCUT TO SELF
SUSTAINING CHANGE

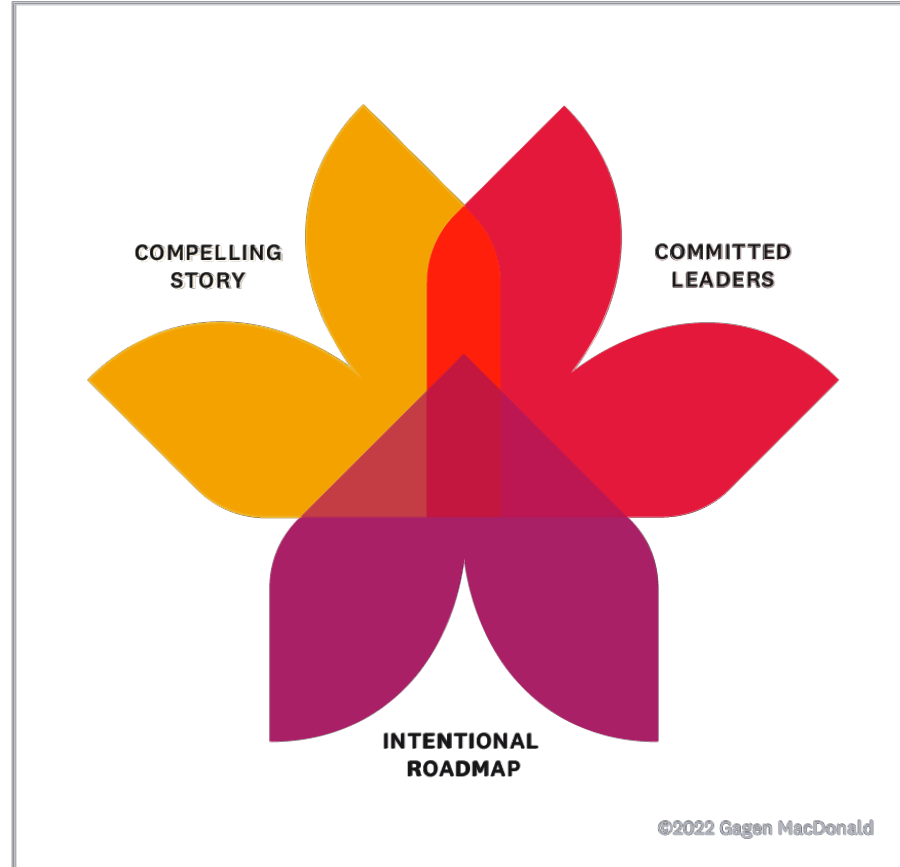
#ThreePercentRule as a shortcut



How can you
change (& sustain)
human behavior?



The Three Things that Change Everything™



6 Blockers of Change



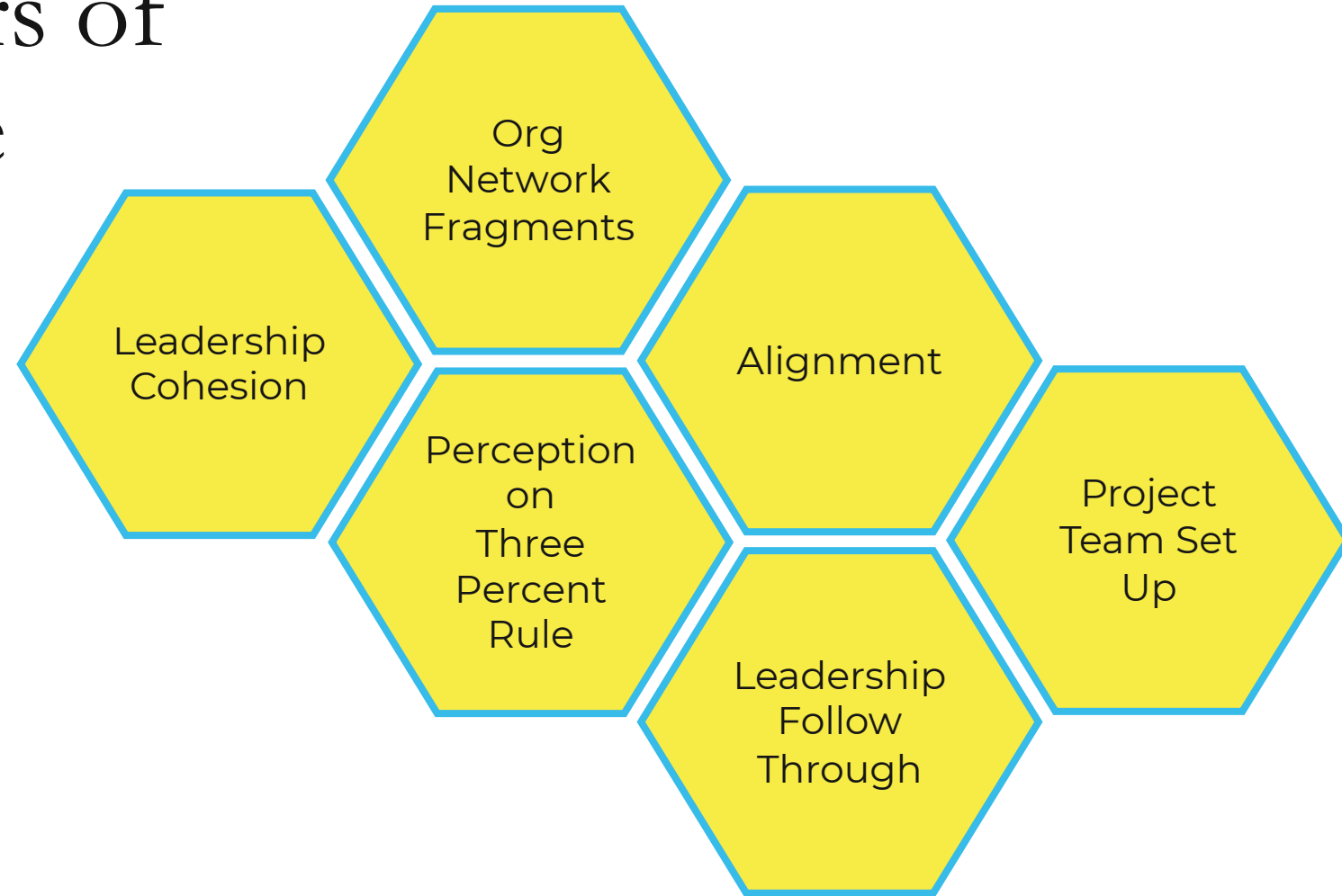
6 Levers That Help People Navigate Change

**Gagen
MacDonald,**

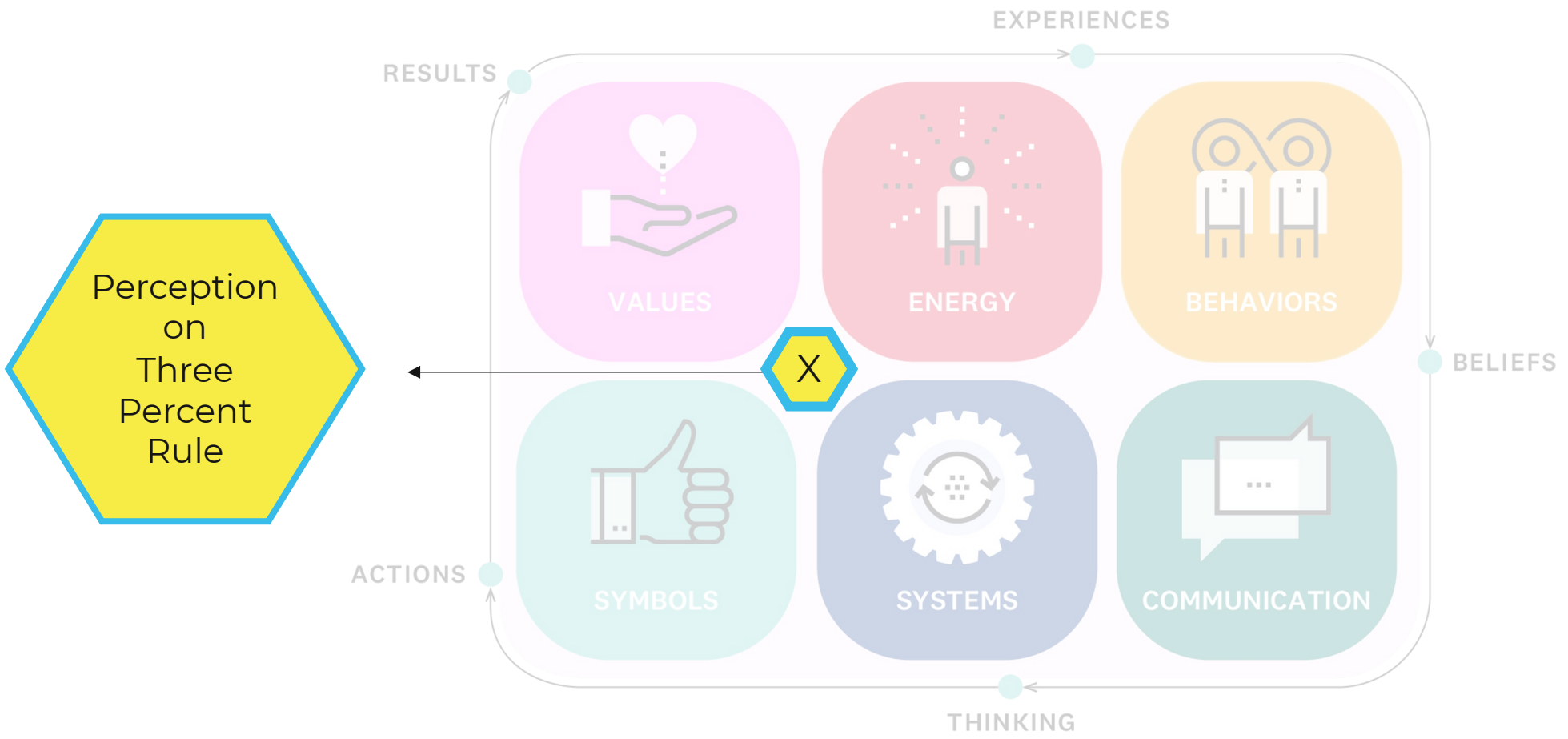


6

Blockers of Change



Let's focus in on **one** of the six Change Blockers

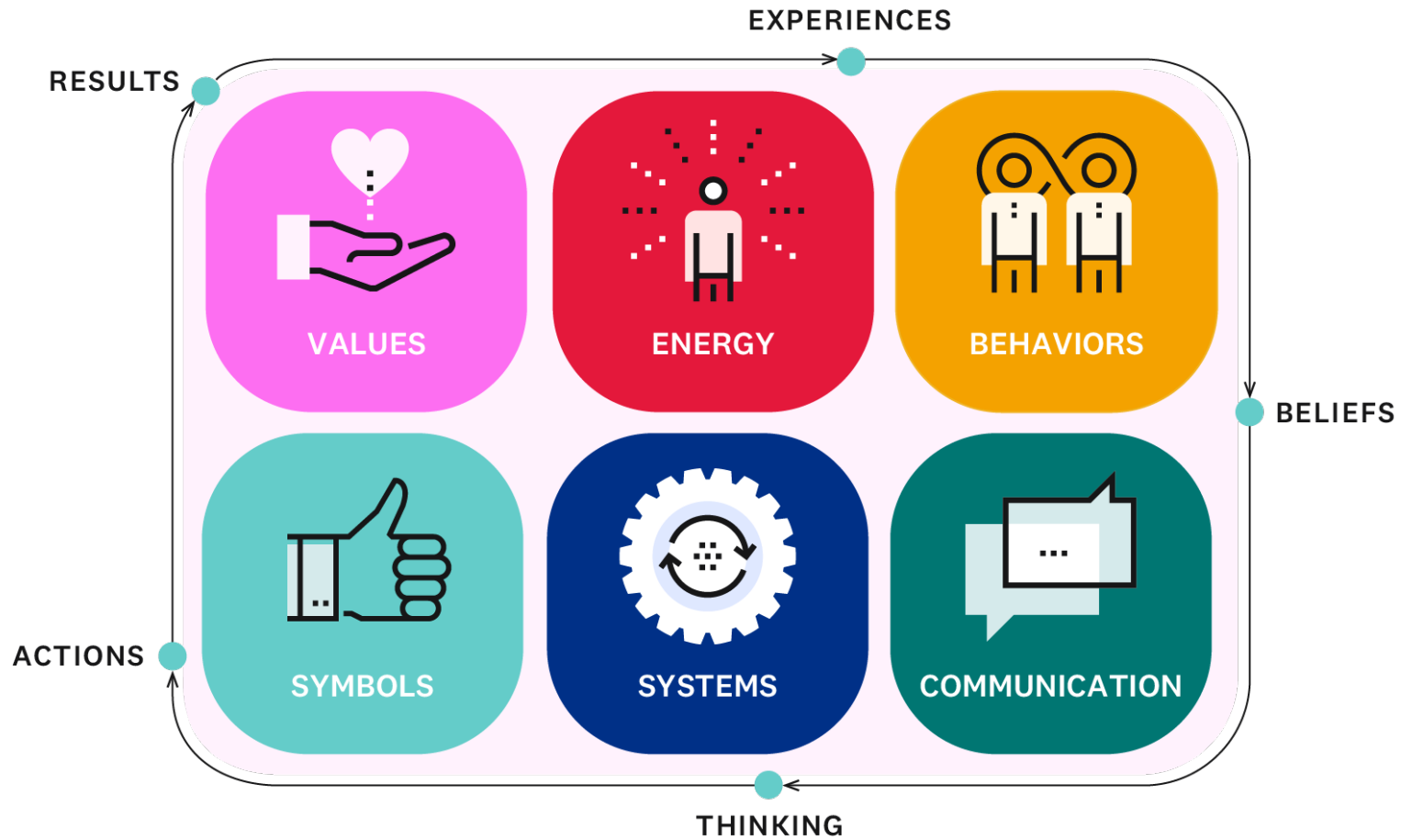


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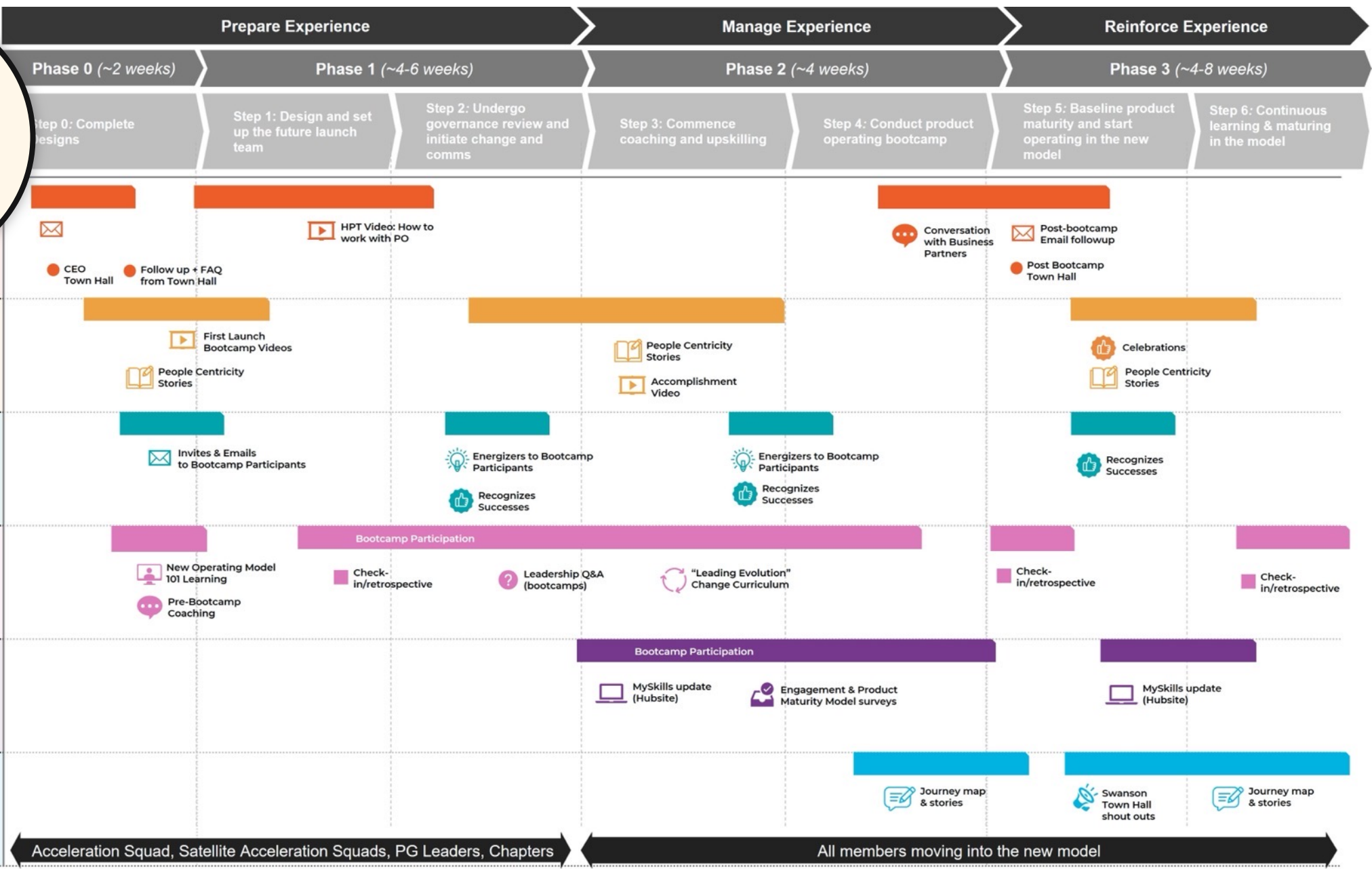
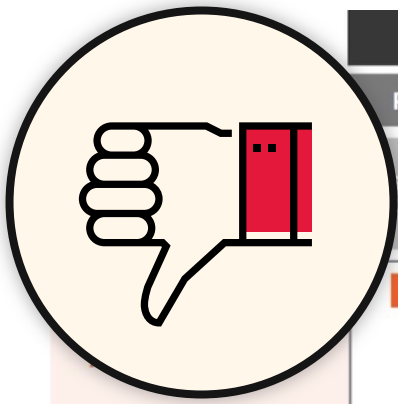
Let's zoom in on the Six Levers

How these levers can overcome this blocker



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FRIENDLY REMINDER



There isn't just
“one human”
inside your
organization



PERSONAS

Codifying human experience factors



Accepting **IN-OFFICE** Associate

Javier, an in-office associate who's accepting designation



CONSIDERATIONS

- Javier's desire for flexibility in new workplace designation

BENEFITS OF IN-OFFICE DESIGNATION FOR JAVIER

- Opportunity to connect & engage with leaders, partners and team in-person
- Ability to use onsite amenities, including gym and food services
- Ability to build new/different skills

EMOTIONS & SENTIMENT THAT DRIVE JAVIER

Uncertain on the 'why' for his designation & how much flexibility he will have

Anxiety about health & safety protocols at his SSC location

Excited to reconnect with his team, partners and leaders in person

WANTS & NEEDS

- Clear understanding for why this particular hybrid model & how my designation was made
- Flexibility within my new designation
- Clear processes, policies and logistics for how associate safety & health is being prioritized in-office

FEARS & CONCERNS

- Safety and cleanliness of office
- Continued work/life balance established in last year
- Degree of flexibility in my designation

WHAT WILL REINFORCE ADOPTION FOR JAVIER

- Sees office changes that prioritize his health & safety
- Understands best ways to work in a hybrid model
- Has input into new team work norms
- Has some flexibility in work schedule within new designation



Let's discuss



WEBINAR SERIES OVERVIEW

Webinar 2:
Extend focus on
connection & cohesion

NOVEMBER 2ND

Change & Connection



Rob Wodzinski
Senior Director,
Gagen MacDonald



Sanne Qvarfordh
Client Enabler,
Innovisor

Webinar 3:
Apply to growth
imperatives / M&A

NOVEMBER 14TH

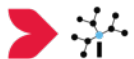
Culture & M&A



Hillary Goodman
Managing Director,
Gagen MacDonald



Jeppe Vilstrup Hansgaard
CEO,
Innovisor



Thank you!

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